

WHAT IS CLAIMED IS:

1. A method for processing an enterprise message comprising:
  - maintaining a plurality of rules, each rule specifying a triggering event, conditional criteria, and an action;
  - 5 detecting an occurring event for an enterprise message, the enterprise message comprising a voice message and categorization data, the categorization data elicited from a user during an interactive session in which the voice message is received from the user, the categorization data specifying associations between the enterprise message and information maintained in a data system;
  - 10 determining whether the occurring event matches the triggering event specified for a selected one of the rules;
    - if the occurring event matches the triggering event for the selected rule, determining whether the categorization data for the enterprise message satisfy the conditional criteria specified by the selected rule; and
    - 15 if the categorization data satisfy the conditional criteria, performing the action specified for the selected rule, the action specifying modifications to information in the data system identified by the categorization data.
2. The method of Claim 1, wherein:
  - 20 the categorization data comprises at least one field corresponding to customer relationship management information maintained in the data system; and
  - the action specifies modifications to enterprise resource planning information maintained in the data system.
- 25 3. The method of Claim 2, wherein:
  - the field in the categorization data specifies a customer account identified in the customer relationship management information; and
  - the categorization data further comprises a sales opportunity update for the customer account.

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4. The method of Claim 3, wherein:

the categorization data satisfy the conditional criteria if the sales opportunity exceeds a threshold; and

the modifications to the enterprise resource planning information result in  
5 orders for a product associated with the sales opportunity update.

5. The method of Claim 4, wherein the orders are at least one of purchase orders for materials for producing the product and manufacturing requests for the product.

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6. The method of Claim 1, wherein the action further specifies routing of the voice message to a voice mailbox.

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7. The method of Claim 1, wherein the occurring event is a selected one of creation of the enterprise message and alteration of the enterprise message.

8. The method of Claim 1, wherein:

the action further specifies an administrator for approving the modifications;  
and

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performing the action specified for the selected rule comprises establishing a communication channel with the administrator, communicating a prompt on the communication channel, the prompt requesting approval of the modifications, receiving a response on the communication channel, and executing the modifications if the response indicates approval.

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9. An integration server for integrating voice messaging and data systems, the server comprising:

a telephony services module operable to establish a voice channel with a user and to receive a voice message from the user;

5 a data services module operable to couple to a data system; and

an integration module operable to elicit categorization data from the user during an interactive session in which the voice message is received from the user, the categorization data specifying associations between the voice message and information maintained in the data system, the integration module further operable to:

10 store the voice message and the categorization data as an enterprise message;

maintain a plurality of rules, each rule specifying a triggering event, conditional criteria, and an action;

detect an occurring event for the enterprise message;

15 determine whether the occurring event matches the triggering event specified for a selected one of the rules; and

if the occurring event matches the triggering event for the selected rule, determining whether the categorization data for the enterprise message satisfy the conditional criteria specified by the selected rule; and

20 if the categorization data satisfy the conditional criteria, performing the action specified for the selected rule, the action specifying modifications to information in the data system identified by the categorization data.

10. The server of Claim 9, wherein:

25 the categorization data comprises at least one field corresponding to customer relationship management information maintained in the data system; and

the action specifies modifications to enterprise resource planning information maintained in the data system.

11. The server of Claim 10, wherein:

the field in the categorization data specifies a customer account identified in the customer relationship management information; and

the categorization data further comprises a sales opportunity update for the  
5 customer account.

12. The server of Claim 11, wherein:

the categorization data satisfy the conditional criteria if the sales opportunity exceeds a threshold; and

10 the modifications to the enterprise resource planning information result in orders for a product associated with the sales opportunity update.

13. The server of Claim 12, wherein the orders are at least one of purchase orders for materials for producing the product and manufacturing requests for the  
15 product.

14. The server of Claim 9, wherein the action further specifies routing of the voice message to a voice mailbox.

20 15. The server of Claim 9, wherein the occurring event is a selected one of creation of the enterprise message and alteration of the enterprise message.

16. The server of Claim 9, wherein:

the action further specifies an administrator for approving the modifications;  
25 and

the integration module is further operable to perform the action specified for the selected rule by establishing a communication channel with the administrator, to communicate a prompt on the communication channel, the prompt requesting approval of the modifications, to receive a response on the communication channel,  
30 and to execute the modifications if the response indicates approval.

17. Logic for processing an enterprise message, the logic encoded in media and operable when executed to:

maintain a plurality of rules, each rule specifying a triggering event, conditional criteria, and an action;

5 detect an occurring event for an enterprise message, the enterprise message comprising a voice message and categorization data, the categorization data elicited from a user during an interactive session in which the voice message is received from the user, the categorization data specifying associations between the enterprise message and information maintained in a data system;

10 determine whether the occurring event matches the triggering event specified for a selected one of the rules;

if the occurring event matches the triggering event for the selected rule, determine whether the categorization data for the enterprise message satisfy the conditional criteria specified by the selected rule; and

15 if the categorization data satisfy the conditional criteria, perform the action specified for the selected rule, the action specifying modifications to information in the data system identified by the categorization data.

18. The logic of Claim 17, wherein:

20 the categorization data comprises at least one field corresponding to customer relationship management information maintained in the data system; and

the action specifies modifications to enterprise resource planning information maintained in the data system.

19. The logic of Claim 18, wherein:

the field in the categorization data specifies a customer account identified in the customer relationship management information; and

the categorization data further comprises a sales opportunity update for the customer account.

20. The logic of Claim 19, wherein:

the categorization data satisfy the conditional criteria if the sales opportunity exceeds a threshold; and

the modifications to the enterprise resource planning information result in  
5 orders for a product associated with the sales opportunity update.

21. The logic of Claim 20, wherein the orders are at least one of purchase orders for materials for producing the product and manufacturing requests for the product.

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22. The logic of Claim 17, wherein the action further specifies routing of the voice message to a voice mailbox.

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23. The logic of Claim 17, wherein the occurring event is a selected one of creation of the enterprise message and alteration of the enterprise message.

24. The logic of Claim 17, wherein:

the action further specifies an administrator for approving the modifications;  
and

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the logic is further operable to perform the action specified for the selected rule by establishing a communication channel with the administrator, to communicate a prompt on the communication channel, the prompt requesting approval of the modifications, to receive a response on the communication channel, and to execute the modifications if the response indicates approval.

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25. An integration server for integrating voice messaging and data systems, the server comprising:

means for maintaining a plurality of rules, each rule specifying a triggering event, conditional criteria, and an action;

5 means for detecting an occurring event for an enterprise message, the enterprise message comprising a voice message and categorization data, the categorization data elicited from a user during an interactive session in which the voice message is received from the user, the categorization data specifying associations between the enterprise message and information maintained in a data  
10 system;

means for determining whether the occurring event matches the triggering event specified for a selected one of the rules;

means for, if the occurring event matches the triggering event for the selected rule, determining whether the categorization data for the enterprise message satisfy  
15 the conditional criteria specified by the selected rule; and

means for, if the categorization data satisfy the conditional criteria, performing the action specified for the selected rule, the action specifying modifications to information in the data system identified by the categorization data.

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